

Globus Baumarkt Starts ESL Rollout with Delfi Technologies

At the German DIY chain, Globus Baumarkt, the dimensions are a lot bigger compared to many other stores, as there are over a million individual products in a DIY store. This means that thousands of price tags and articles must be kept track of - a task that is both time and resource consuming for the many employees to maintain a reliable labelling quality.

After a 6-month test phase, Globus Baumarkt decided to start the rollout in order to use the synergy effects gained in the pilot also in the other stores. Delfi Technologies delivers an electronic shelf label solution to optimise daily operations, pricing strategy, communication and ultimately increase sales.

Globus Baumarkt uses approximately 55,000 displays per shop in 7 different sizes ranging from 1.6 inches to 12.5 inches throughout the store. In addition, Delfi Technologies has supplied a variety of fixtures for the ESL's, some of which have been developed specifically for Globus.

Electronic Shelf Labels are Much More than Just Digital Prices at Globus DIY

Before the introduction of ESL's, the DIY store used traditional paper labels in order to label their products. This meant that, on the one hand, a lot of paper was used and time was invested, as employees had to change the signs manually, and at the other hand, the information on the labels was only static and not particularly flexible.

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– Daniel Palmer,
Head of Organisation at Globus Baumarkt





Palmer - Head of Organisation at Globus hardware store Coordination.

The electronic shelf labels from Delfi Technologies not only show and update prices digitally via Globus' own merchandise management system, but also provide the company with opportunities like never before for optimising price adjustments on the labels. On the MDE devices already in use at Globus, the Breece Mobile Assist was additionally installed, with which more than 80 different templates can be used. Globus uses, among other things, pictograms, arrows, multifacing and a number guidance system on almost all display types to support the customer and offer an even better shopping experience.

ABOUT GLOBUS

Globus, headquartered in Völklingen, Saarland, currently operates a total of 90 Globus hardware stores. With more than 9,400 employees and a turnover of 1.9 billion euros, the company is one of the most important DIY stores in Germany. In the Globus stores, the customer is at the centre of all activities. With over 60,000 articles, Globus offers a comprehensive assortment. Every do-it-yourselfer and craftsman, from beginner to professional, will find everything he needs and much more.